

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 3, 2017/2018 SESSION

### LWD1037 - WORKPLACE DISCOURSE

(All sections)

5 JUNE 2018  
9 a.m. – 11 a.m.  
(2 Hours)

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#### INSTRUCTIONS TO STUDENT

1. This question paper consists of **THREE** pages with **TWO** sections only.
2. Answer **ALL** questions.
3. Write all your answers in the *Answer Booklet* provided.

**SECTION A: STRUCTURED QUESTIONS [30 MARKS]****Instruction: Answer ALL questions.**

1. Briefly explain the following terms:
  - a. Professional discourse (2 marks)
  - b. Institutional discourse (2 marks)
  - c. Business discourse (2 marks)
  - d. Communities of practice (Wenger, 1998) (2 marks)
  - e. Discourse communities (Swales, 1990) (2 marks)
2. a. Identify four examples of interactive humour in social and workplace settings. (2 marks)
- b. Explain the following types and styles of humour in the workplace:
  - i. Supportive versus Contestive (4 marks)
  - ii. Collaborative versus Competitive (4 marks)
3. Explain the following two common characteristics of Business English as a Lingua Franca:
  - a. The use of speech accommodation (5 marks)
  - b. The 'let it pass' procedure (5 marks)

**SECTION B: ANALYSIS QUESTIONS [20 MARKS]****Instruction: Answer ALL questions**

Consider the following transcript of a conversation between Amy (customer), James (shop owner) and Juvia (shop assistant).

1. Amy : hello Juvia (.) good morning, james
2. James: [oh hi amy (.) how are you
3. Juvia : [hello...
4. Amy : i'm fine...i um ah i just want...i was wondering if i could um have some
5. balloons (.) you know (0.5) for the birthday party
6. James: oh you're most welcome (.) which one – you just have to pick any that you
7. like
8. Amy : oh thank you that's really good um this you know the (0.5) those with animal
9. prints (.) i love those (.) only I can't=
10. James: =but that shouldn't be a problem i'll have it ready for you...take 'bout an hour
11. – and any time you wan' anything you just have to say- anything at all
12. Juvia : yeah amy...it will be ready for you
13. Amy : a::h thank you james (.) juvia (.) that's really wonderful – and um i shall come over um 'bout an hour's time then, shall i?

**Continued...**

14. James: [yes, please  
15. Juvia : [uh huh  
16. Amy : well uh see you soon james  
17. James: yeah be seein' you

1. Explain the following items citing an example of each in the conversation above.
- |                       |           |
|-----------------------|-----------|
| a. Adjacency pair     | (2 marks) |
| b. Closing            | (2 marks) |
| c. Claiming the floor | (2 marks) |
| d. Preferred response | (2 marks) |
| e. Discourse marker   | (2 marks) |

Consider the following excerpt from a newspaper.

Bank A is looking for a new **AGENCY MANAGER** in the Zurich area.

Your mission:

Under the supervision of the Regional Director of the Zurich area, your mission will consist of managing the agency as an entrepreneur, in the strict respect of the legislation in force. You will be in charge of a competent team of collaborators active in Retail Banking, Mortgages and Private Banking.

Your profile:

- A university diploma, or equivalent
- 5 years' experience in the banking industry and successful experience in mortgages and/or private banking
- Experience in the management of a team
- Solid knowledge of Swiss banking laws
- Charismatic person; you are able to motivate and mobilize your collaborators and partners
- Rigorous
- Excellent sense of organisation
- Speak German
- Good command of English
- Proficiency in French would be an asset

The place of work is in Zurich City. Do not hesitate to contact us via e-mail for complete specifications at:

[applications@promindconsulting.com](mailto:applications@promindconsulting.com)

Interested candidates may send us their full application using the envelope enclosed to the following address:

Continued...

PRO MIND Consulting SA, Avenue de la Gare 5, CP 1208, 1001 Lausanne, Switzerland.

Send in your application before 17 July 2017.

Your application will be processed with full confidentiality.

2. Define genre and identify the genre of the text above. (3 marks)
3. Explain the text above in terms of its:
  - a. Communicative purpose (4 marks)
  - b. Generic structure (3 marks)

**End of Page**

